In the claims:

1. (Previously presented) A method for directing service in a vehicle, comprising:

receiving, at a service management subsystem configured to manage services and user personalization information, a service request from the vehicle;

receiving, at the service management subsystem, a vehicle location;

determining, at the service management subsystem, vehicle delivery-enabling information based on the service request and the vehicle location;

configuring, at the service management subsystem, the service corresponding to the service request based on the vehicle delivery-enabling information; and

sending the configured service from the service management subsystem to the vehicle.

2. (Previously presented) The method of claim 1, further comprising receiving a signal including a vehicle identifier from a vehicle communication component.

3. (Original) The method of claim 2 wherein the vehicle identifier is a unique code including user identifier information and vehicle location.

4. (Previously presented) The method of claim 1, further comprising sending a list of delivery channels to a vehicle communication component, the delivery channels being selected from a live agent and a virtual agent.

5. (Previously presented) The method of claim 4, further comprising selecting a channel from the list of delivery channels to deliver the configured service corresponding to the service request.

6. (Previously presented) The method of claim 5, further comprising optimizing the configured service for communication based on the selected delivery channel.

7. (Previously presented) The method of claim 1, further comprising configuring a vehicle communication component in the vehicle based on the vehicle delivery-enabling information.

8. (Previously presented) The method of claim 1, further comprising creating a profile that includes the vehicle delivery-enabling information.

9. (Previously presented) The method of claim 1 wherein determining the vehicle delivery-enabling information is based on at least one pre-determined user input.

10. (Original) The method of claim 1 wherein sending the service corresponding to the service request comprises sending electronic mail to a vehicle communication component.

11. (Previously presented) The method of claim 1, further comprising updating the vehicle delivery-enabling information at the service management subsystem while the subsystem is in contact with a vehicle communication component.

12. (Previously presented) A system for directing service in a vehicle, comprising:

means, at a service management subsystem configured to manage services and user personalization information, for receiving a service request from the vehicle;

means, at the service management subsystem, for receiving a vehicle location;

means, at the service management subsystem, for determining vehicle delivery-enabling information based on the service request and the vehicle location;

means, at the service management subsystem, for configuring the service corresponding to the service request based on the vehicle delivery-enabling information; and

means for sending the configured service from service management subsystem to the vehicle.

13. (Previously presented) The system of claim 12, further comprising means for receiving a signal including a vehicle identifier from a vehicle communication component.

14. (Previously presented) The system of claim 12, further comprising means for sending a list of delivery channels to a vehicle communication component, the delivery channels being selected from a live agent and a virtual agent.

15. (Previously presented) The system of claim 14, further comprising means for selecting a channel from the list of delivery channels to deliver the configured service corresponding to the service request.

16. (Previously presented) The system of claim 15, further comprising means for optimizing the configured service for communication based on the selected delivery channel.

17. (Previously presented) The system of claim 12, further comprising means for configuring a vehicle communication component in the vehicle based on the vehicle delivery-enabling information.

18. (Previously presented) The system of claim 12, further comprising means for creating a profile that includes the vehicle delivery-enabling information.

19. (Previously presented) The system of claim 12, further comprising means for updating the vehicle delivery-enabling information at the service management subsystem while the subsystem is in contact with a vehicle communication component.

20. (Previously presented) A computer usable medium including a program for directing service in a vehicle, the computer usable medium comprising:

computer readable program code that receives a service request from the vehicle;

computer readable program code that receives a vehicle location;

computer readable program code that determines vehicle delivery-enabling information based on the service request and the vehicle location;

computer readable program code that configures the service corresponding to the service request based on the vehicle delivery-enabling information; and

computer readable program code that sends the configured service to the vehicle;

wherein: the service request and the vehicle location are received at; the vehicle delivery-enabling information is determined at; user personalization information is managed at; the service is managed at; the service is configured at; and the configured service is sent from a service management subsystem.

21. (Previously presented) The computer usable medium of claim 20, comprising computer readable program code that receives a signal including a vehicle identifier from a vehicle communication component.

22. (Original) The computer usable medium of claim 21 wherein the vehicle identifier is a unique code including user identifier information and vehicle location.

23. (Previously presented) The computer usable medium of claim 20, further comprising computer readable program code that sends a list of delivery channels to a vehicle communication component.

24. (Previously presented) The computer usable medium of claim 23, further comprising computer readable program code that selects a channel from the list of delivery channels to deliver the configured service corresponding to the service request, the delivery channels being selected from a live agent and a virtual agent.

25. (Previously presented) The computer usable medium of claim 24, further comprising computer readable program code that optimizes the configured service for communication based on the selected delivery channel.

26. (Previously presented) The computer usable medium of claim 20, further comprising computer readable program code that configures a vehicle communication component in the vehicle based on the vehicle delivery-enabling information.

27. (Previously presented) The computer usable medium of claim 20, further comprising computer readable program code that creates a profile that includes the vehicle delivery-enabling information.

28. (Previously presented) The computer usable medium of claim 20 wherein determining the vehicle delivery-enabling information is based on at least one pre-determined user input.

29. (Original) The computer usable medium of claim 20 wherein sending the service corresponding to the service request comprises sending electronic mail to a vehicle communication component.

30. (Previously presented) The computer usable medium of claim 20, further comprising computer readable program code that updates the vehicle delivery-enabling information at the service management subsystem while the subsystem is in contact with a vehicle communication component.

31. (Currently amended) The method as defined in claim 1 wherein each configured service sent to the vehicle is presented in a uniform manner regardless of a channel used for delivery or the configured service being sent.

32. (New) The method as defined in claim 31 wherein the service management subsystem is configured to present the configured service in the uniform manner.

33. (New) The method as defined in claim 1, further comprising standardizing, via the service management subsystem, the configured service and a delivery channel based on personalization information from a client associated with the vehicle.